



www.wlwt.com

**WLWT**  
**1700 Young Street**  
**Cincinnati, OH 45202**  
**(513)412-5000**

# CONTRACT

<u>Contract / Revision</u> 948325 /		<u>Alt Order #</u> 06303523
<u>Product</u> SHERROD BROWN OH SEN		
<u>Contract Dates</u> 09/05/12 - 09/10/12		<u>Estimate #</u>
<u>Advertiser</u> Brown/D/Senate		<u>Original Date / Revision</u> 09/04/12 / 09/04/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WLWT	<u>Account Executive</u> Mica Hansen	<u>Sales Office</u> HRP -Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Shorr Johnson Magnus**  
**1831 Chestnut Street**  
**Philadelphia, PA 19103**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WLWT	09/05/12	09/07/12	6-7a news	6-7a		:30			NM	3	\$2,400.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--WTF--				3	\$800.00			
N 2	WLWT	09/10/12	09/10/12	6-7a news	6-7a		:30			NM	1	\$800.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	1-----				1	\$800.00			
N 3	WLWT	09/05/12	09/07/12	NBC Today Show	7-9a		:30			NM	6	\$7,200.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--WTF--				6	\$1,200.00			
N 4	WLWT	09/10/12	09/10/12	NBC Today Show	7-9a		:30			NM	2	\$2,400.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	2-----				2	\$1,200.00			
N 5	WLWT	09/05/12	09/07/12	7-730p	7-730p		:30			NM	3	\$2,400.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--WTF--				3	\$800.00			
N 6	WLWT	09/10/12	09/10/12	7-730p	7-730p		:30			NM	1	\$800.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	1-----				1	\$800.00			
N 7	WLWT	09/05/12	09/07/12	NBC Tonight Show	1135-1237a		:30			NM	3	\$1,950.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--WTF--				3	\$650.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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948325 /	06303523

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/05/12 - 09/10/12	SHERROD BROWN OH	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Brown/D/Senate	09/04/12 / 09/04/12

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Totals											20	\$18,600.00																																																																										

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/10/12	20	\$18,600.00	\$15,810.00
<b>Totals</b>	20	\$18,600.00	\$15,810.00

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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**NAB**  
BROADCASTERS

**AGREEMENT FORM FOR  
POLITICAL BROADCASTS**

STATION and LOCATION WLWT-TV Date 9/4/12  
I, Shorr Johnson Magnus (on behalf of) Sherrad Brown  
A legally qualified candidate of the Democratic political party for the office of U.S. Senate

In the General election to be held on Nov 6, 2012 do hereby request station time as follows:

Length of Broadcast	Time of Day, Rotation or Package	Days	Class of time	Times per Week	No. of Weeks	Rate
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- See Attached -

Date of First Broadcast <u>9/5/12</u>	Date of Last Broadcast <u>9/10/12</u>
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Total Charges: \$15,810.00 Net

The broadcast time will be used by Sherrad Brown  
I represent that the payment for the above-described broadcast time has been furnished by Friends of Sherrad Brown

And you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is ( ) a corporation; ( ) a committee; ( ) an association; of ( ) other unincorporated group. The names and offices of the chief executive officers of the entity are:  
Judy Zamora, Treasurer

I agree to indemnify and hold harmless the station from any damages of liability, including reasonable attorney's fees that may ensue from the performance of the above-stated broadcast. For the above-stated broadcast I also agree to prepare a script or transcription, which will be delivered to the station at least \_\_\_\_\_ Before the time of the scheduled broadcast. (Note: the two preceding sentences are not applicable if the candidate personally appears during the broadcast.) The station has disclosed to me its political advertising policies including: applicable class and rates; and discounts, promotional and other sales practices. (Note: The preceding sentence may be deleted). The purchase of the time described herein is controlled, approved or authorized by the candidate or his/her authorized committee. (Note: the preceding sentence applies only to candidates for non-federal office).

Date 4/25/12 [Signature]  
(Candidate or Agent)

☐ Accepted ☐ Rejected By \_\_\_\_\_ Title \_\_\_\_\_  
This request whether accepted or rejected, will be available for public inspection for a period of two years.